

Business Model: Auction Website for Pooled Buyers of Discount "Buying Power"

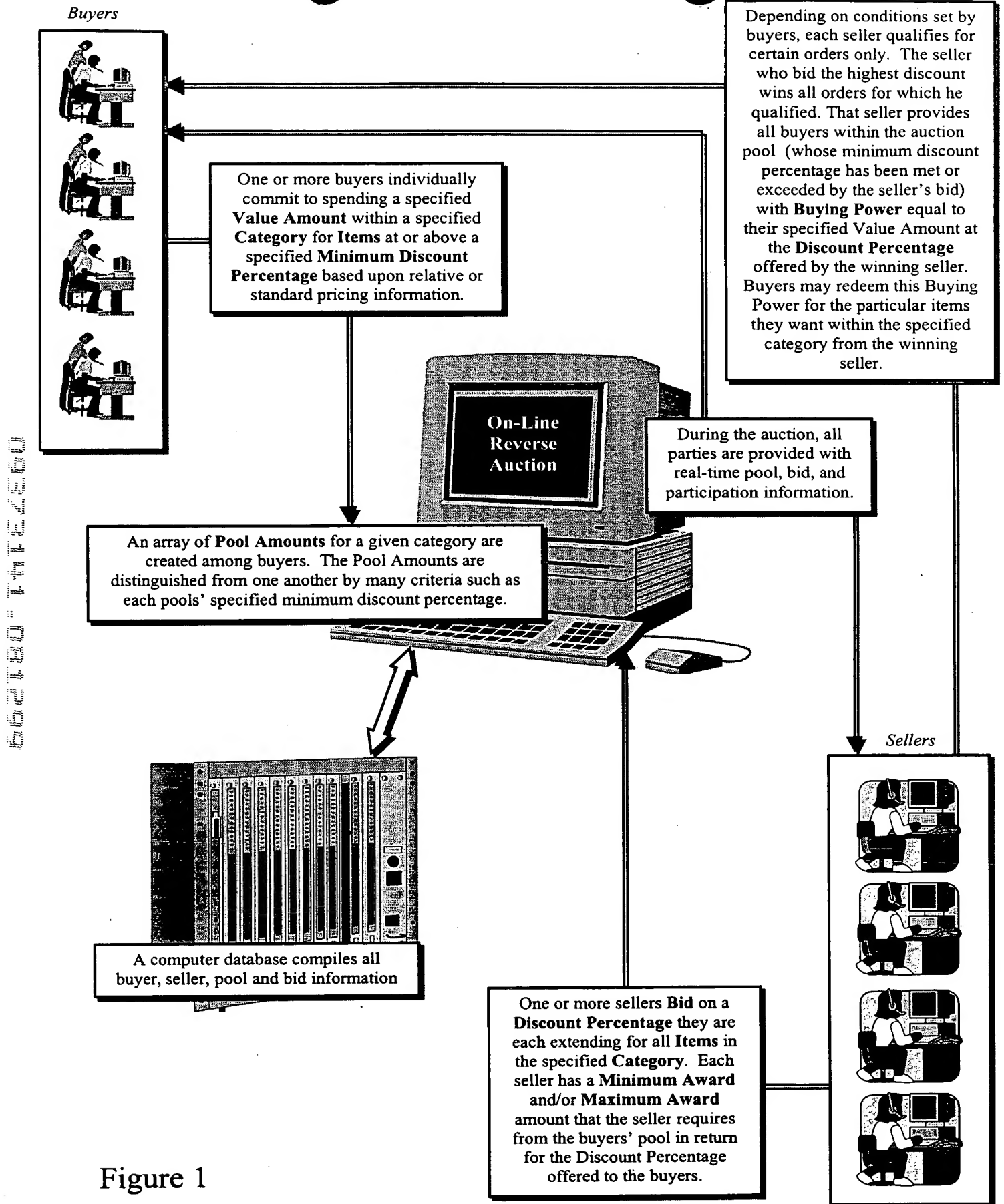


Figure 1

Steps Taken by Seller Prior to the Auction

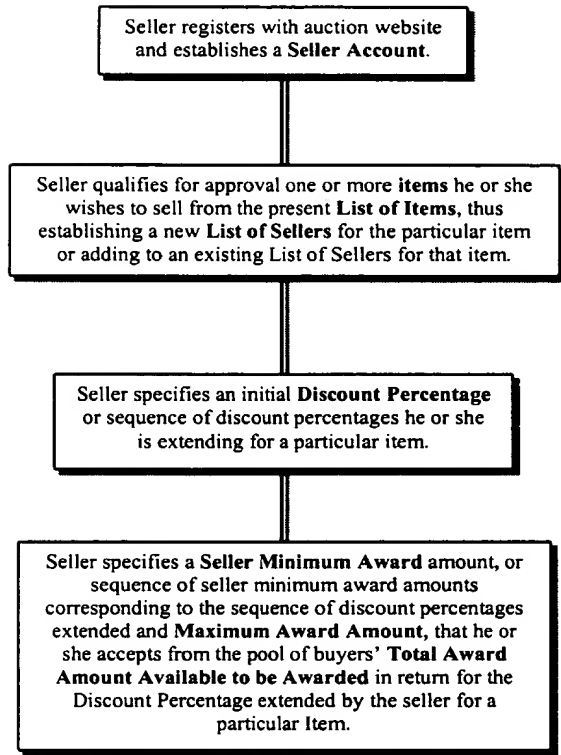


Figure 2a

Steps Taken by Buyer Prior to the Auction

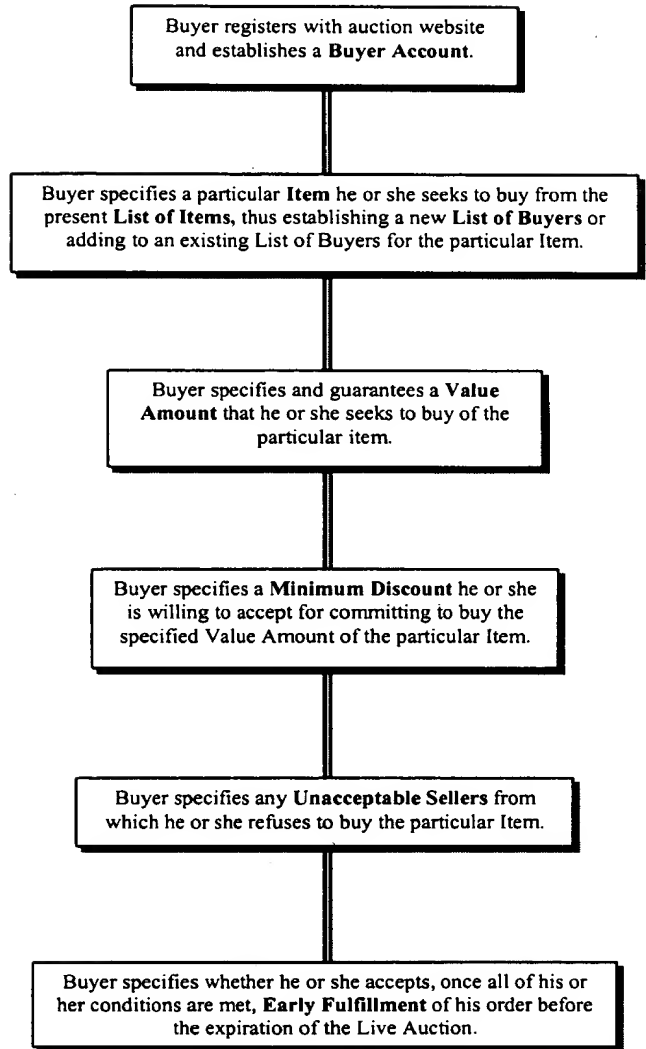


Figure 2b

Buyer View:

Buying

Category

Input Discount request

List Price (Buying Power)

Cost of Buying Power

Amount you will save

Other Buyer Activity

Laser Printer

10%

\$500.00

\$450.00

\$50.00

# of People	% Discount	Total Buying Power
215	3	\$106,000
667	4.5	\$320,000
104	5.25	\$43,000
845	6	\$460,000
111	7.1	\$37,000
71	8	\$50,000

Selling

Unacceptable

Seller List*

Discount

Seller1

Seller2

Seller3

Seller4

6%

7.2%

8%

7.0%

* Click on the Seller hyperlink to learn more about sale details, reference pricing, special offers and store locations.

Figure 3b

Time-limited auction multiple awardees (method 1)

Figure 4

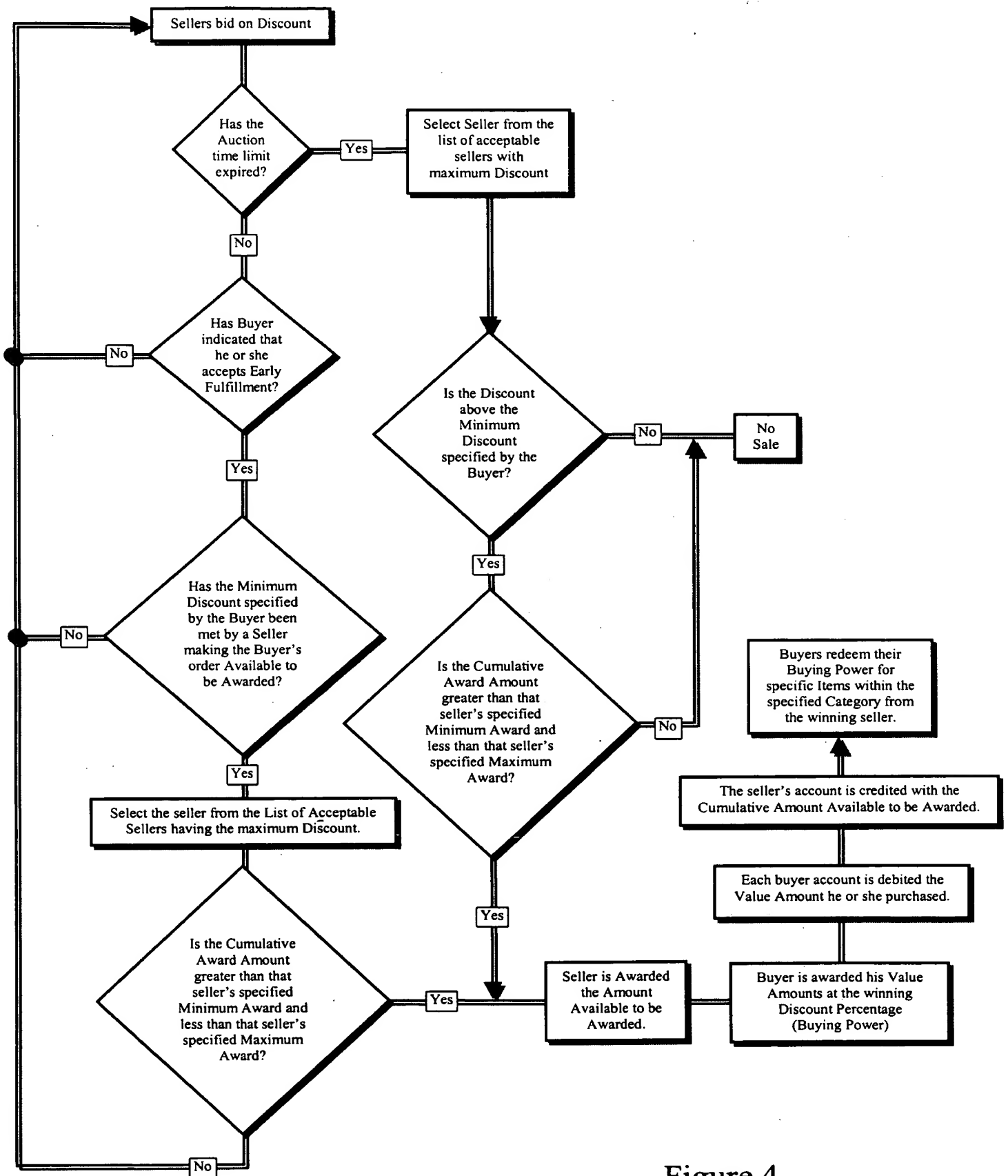


Figure 4



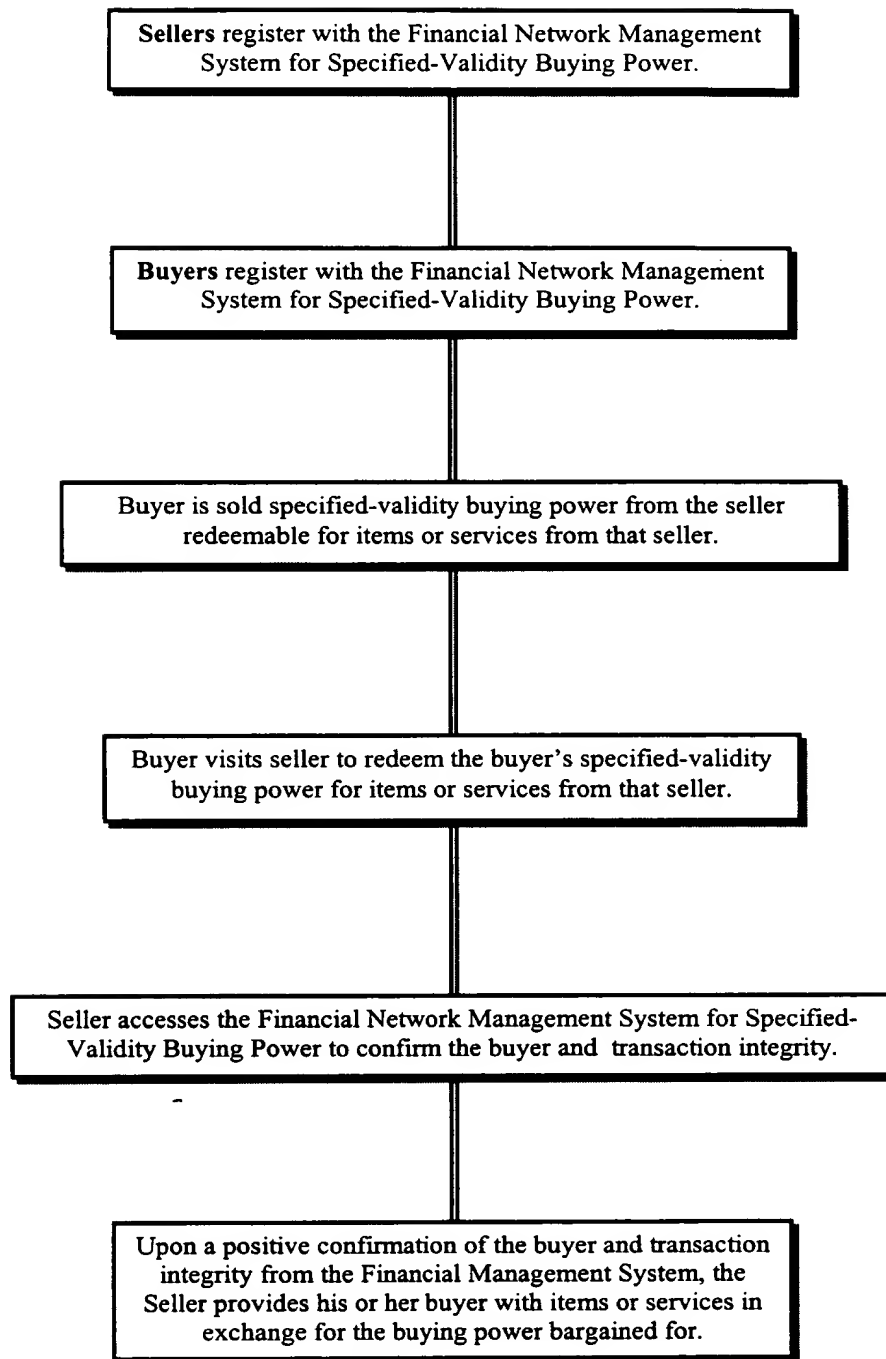


Figure 6

The Network of Participants

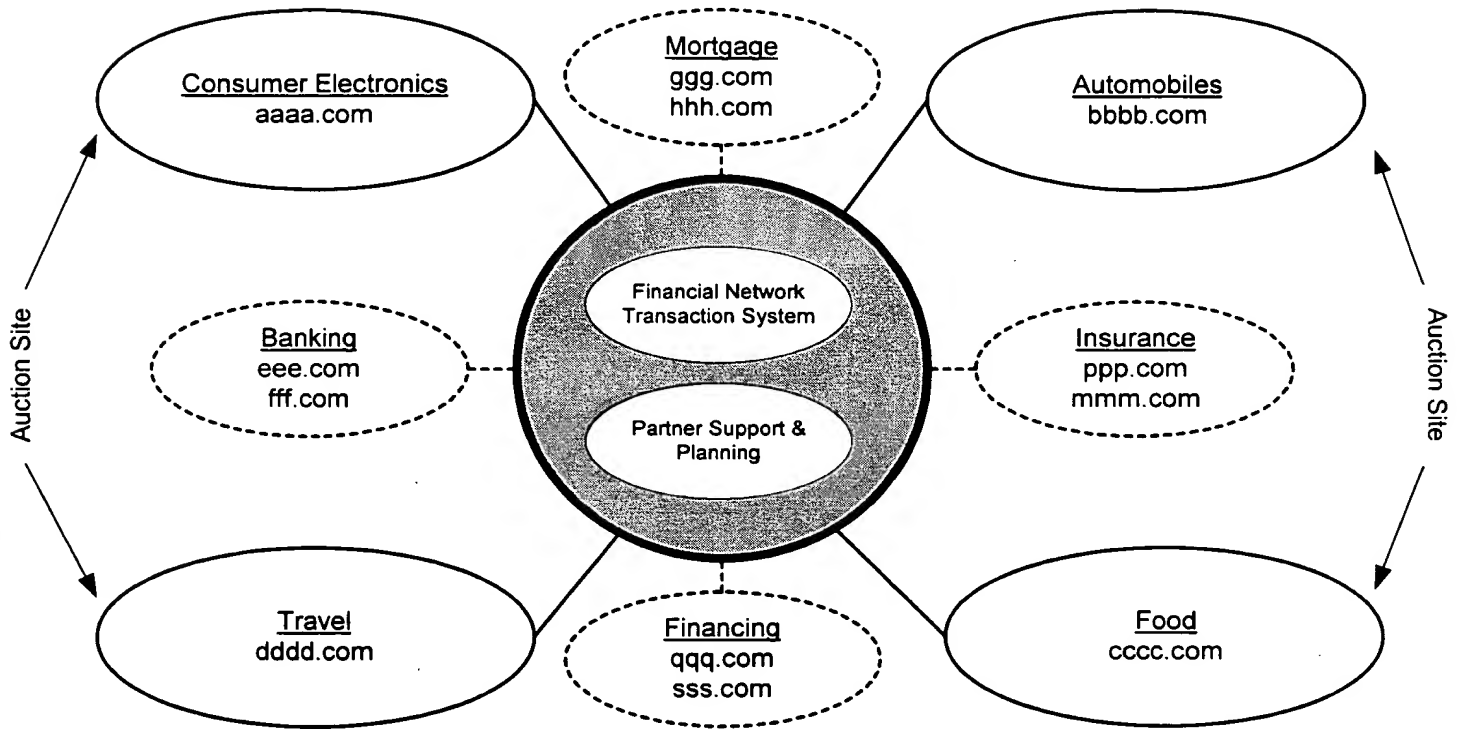


Figure 7